Brw - Tam adding 5 pourts across the hoard to everyone's BCMU Spring Midterm 2011 Fraise te Jack Whelan Class Meeting Time: neede 0 1. In a situation analysis, what are you trying to accomplish when you are defining the issues? (5 points) identify issues to be resolved " fire to be put out

2. What is the strategic objective of problem development in a persuasive request message? (5 points)

establish motivating problem

3. Flip these actives to passives: (15 points)

PRSSNR

• When writers overuse voice unconsciously, I would describe the writer's style as too 'yin'.

When partie voice is used my writer unconscionty The writer's style would be described as 'yin."

• Security reported two computers stolen over the weekend.

Two competers were the reported stolery and the by seconds

Flip these passives to active:

• It has been decided by Human Resources Committee that full pay should be given to you for the period of your hospitalization.

Atuman Revoures has decidents give you full they for the period

• The system has been set up to prevent this sort of thing from happening in the future.

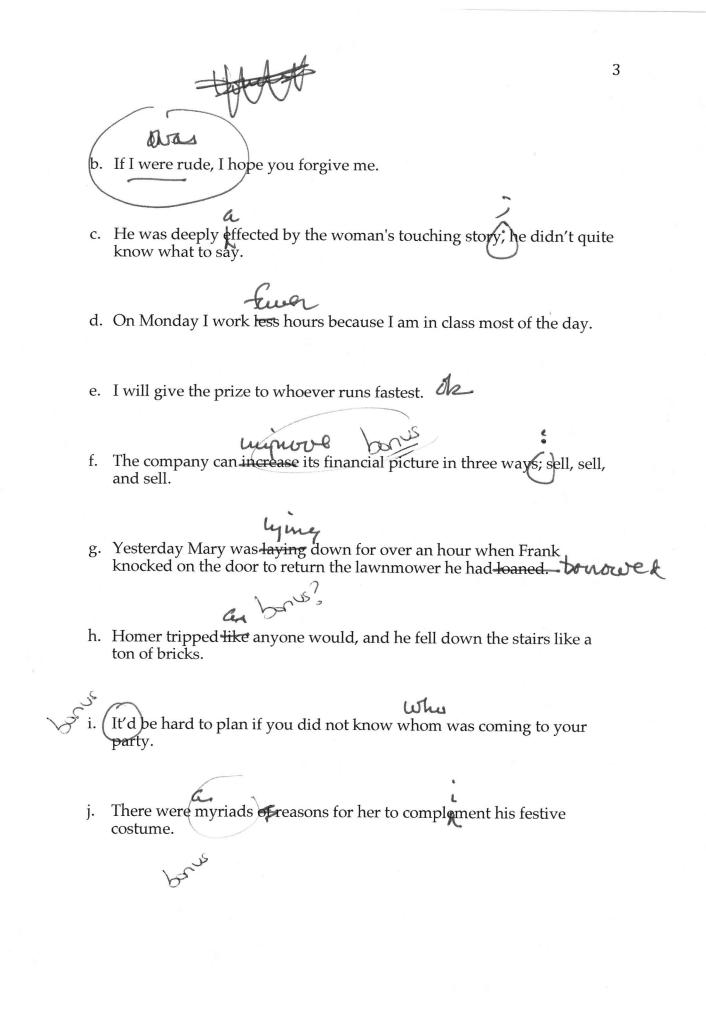
• For of those to whom much is given, much is required.

4. Why is "visual story" an important characteristic of bar charts, pie charts or line charts? What is the visual story for all horizontal bar charts? (5points)

Let adds volue not verbally Communcated Runking

Are all words used or spelled correctly in the following sentences? If not make the correction. Don't rewrite sentence; just substitute correct word. (15 points)

a. He sent his check payment of principal and interest.



- 5. Improve these sentences according to the guidelines discussed in class. If there is nothing wrong, indicate with an 'ok'. (15 points).
 - a. The reason you should take a break from college is because you're just way too stressed out.

You should take a meal tion college recause ...

b. His understanding of the professor's lecture was lacking in completeness.

See P.

Coursepar

tests your

ability to

Wedcorro

sentences

energetice

and mor

clear

less wordy,

hore

He understood the guot's lecture

This que star c. What you should do is when he comes is tell him to take a hike.

to know

- d. At this juncture I thought you would be interested in knowing my opinions regarding the teacher student interface when it comes to chout office hour procedures.
- e. Being able to think creatively and different from the conventional way of thinking is my greatest strength.

My greatest strength is to tunk creaturely and unconventionally

6. The goal of any message is to obtain the most desirable response on three levels. What are those levels? (5 points)

huk Feel

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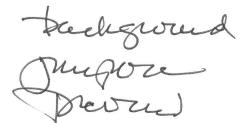
7. When developing content for an oral presentation, I talked having an approach that would be focused no so much on delivering information, but just enough information to deliver X. What is X? (5 points)

- deliver usight - Junchlune

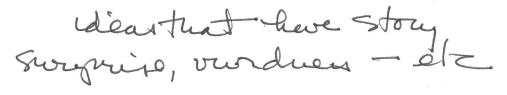
8. Referencing the communication loop we discussed the first week of class explain the difference between the primary and secondary audience. (5 points)

premacy - you expect Scoudary - no respons

9. What are the three elements that structure the opening in a direct informative message? (5 points)



10. What is a sticky idea? (5 points)



11. What's the difference between a primary and a secondary benefit when you are arguing for your solution in a persuasive request? (5 points)

many - solves notwatug Johlen Sconday - Sweetene

12. Describe two general situations in which it ok to use passive voice? (5 points)

3. What is the strategic flaw in the following message

than six or seven words (5 points)

Fellow Restaurateur:

We are writing to you about a close friend of ours, Rudolf Mercaz, who is a candidate for the Seattle City Council. We would not impose upon your time or mailbox if we did not believe that this is a message that might help all of us in the future.

ver

Rudolf has been a fire fighter and police officer for almost twenty-five years. He knows our city and our citizens as few do. He is a past president of the Seattle Police Officers' Guild and is familiar with the workings of city government. He has been a responsible leader and an able negotiator. From our position as business people who care deeply about this city, Rudolf Mercaz is the candidate we want elected.

Even though Rudi is considered the front-runner in this election, it behooves those of us who support him to raise funds early in the campaign. Therefore we are assisting him in a fund-raising auction to be held on July 17th at 7:00 P.M. at the Moose Lodge, located at 222 Mercer Street.

We are inviting owners of unique and prestigious restaurants to join us in one or all of several options. First, if you are interested in assisting, we would greatly appreciate a donation of a non-returnable platter of hors d'oeuvres that are a specialty of your establishment. We will make arrangements for pick-up, and appropriate credit will be given so that the 300-500 distinguished guests will know where to find these delicacies again. Secondly, we are asking for a contribution in the form of a gift certificate that will be auctioned to the highest bidder. Lastly, if you would like to attend the auction or contribute in some other way, we would be happy to make the necessary arrangements.

Thank you for your time. We understand all too well how valuable that commodity is. It has been a pleasure to meet you through this letter and to help our friend, Rudolf Mercaz, in this small way.

Sincerely,

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